

IMTM2021

27TH INTERNATIONAL MEDITERRANEAN TOURISM MARKET

MORE THAN EVER



IM

9/2-16/6
GOING VIRTUAL

15-16/6
EXPO TEL AVIV



ENGAGE.
CONNECT.
CREATE.

I.T.N.
Israel Travel News Ltd.

ORTRA
MEETING POINT



ABOUT

The largest annual professional tourism fair in the Eastern Mediterranean, The 27th Annual International Tourism Exhibition and Fair (IMTM 2021) will go **virtual as of February 9, until June 15-16**, when we will join together and meet in EXPO TLV



**ISRAEL MAIN EVENT
FOR THE TOURISM
INDUSTRY**

COVID19

We all experience unconventional days that throw an entire world out of balance.

We believe that as long as we can maintain a safe routine and continue to exchange ideas, we will be able to go through this period together.

To this end, we have developed a new standard:

CCC- Coronavirus Complied Conferences



Coronavirus
Complied
Conferences

So what exactly is CCC?

These are the measures we will take to enable the fair to take place, in accordance with the guidelines of the Ministry of Health:

- Maintaining social distance policy
- Registration positions without contact of the participants and in full service of the hostesses
- Hand disinfection facilities, tissue and wipes are available
- Reinforcement of cleaning and sanitation teams
- Spacing of the assembly complexes and division into capsules
- Refreshments and drinks packed in individual portions or in a safe serving
- Combining webcasts and virtual or hybrid existence of the fair conferences



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Israel's "Open Sky" policy enabled more than 20 million travelers passing through Ben Gurion , confirming a steady growth in Israeli Incoming and Outbound travel.

2019 was another breaking record year hitting unprecedented 5 millions incoming tourists and over 8 million overseas departures by air.

IMTM 2021 is a unique opportunity to reach an exceptional market of Tour Operators, Travel Agents, Corporate and Business new partners as well as Individual travelers.

WHY?

15 percent outbound travel market growth since 2016, attributed to the famous enthusiastic approach to travel and discovering new destinations, as well as to the increasing number of Israeli hi-tech companies operating abroad

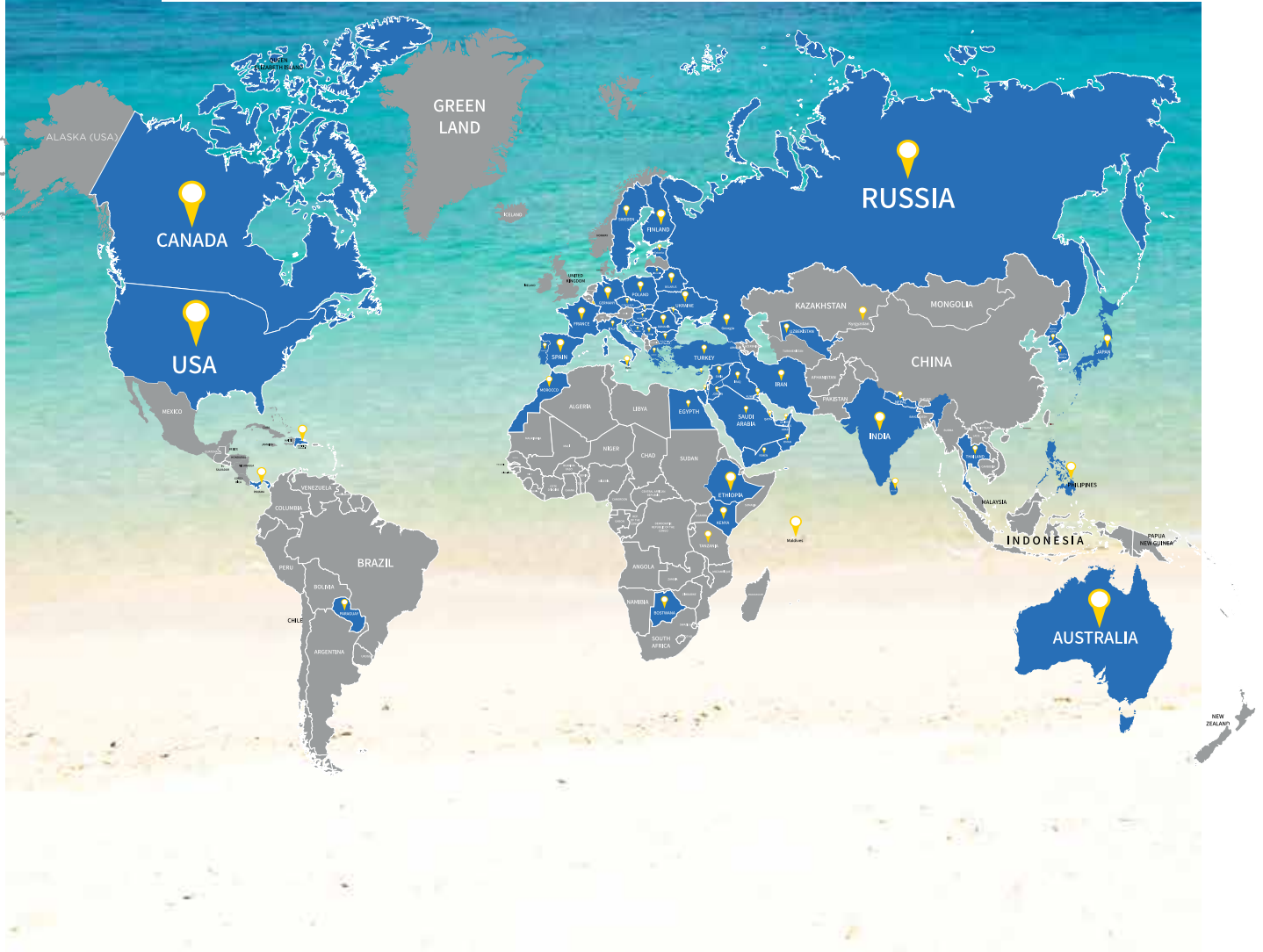
Travel trends:

- 80% of Israelis went on vacation overseas at least once during 2019 representing an increase of 30% compared to 2018
- 40% of Israelis aged 50 and over flew twice or more during 2018

WHO?

In 2020, IMTM hosted representatives from 65 countries, hosted 2200 exhibitors and attracted over 30,000 trade visitors, including tourism industry professionals, corporate travel planners, travel agents from Israel and abroad aside thousands of the Israeli public who came to learn about their newest trends and destinations.

Held under the auspices of the Israeli Ministry of Tourism; the Israel Association of Travel Agencies & Consultants; Israel Hotel Association and Israel Incoming Tour Operators Association, IMTM 2020 hosted exhibitors and buyers from all around the world.



WHERE?

IMTM 2021 will bring a unique experience, as we will have BOTH Virtual and F2F Exhibition.

The virtual exhibition will be held through a unique platform, friendly user to all exhibitors, as well as the visitors. The F2F exhibition, will be held at the EXPO Tel Aviv, a modernistic and unique complex in Israel and in similar businesses around the world. Anyone who chooses to present in it enjoys the best of all worlds: spacious exhibition floors covering an area of about 50,000 sq. m, advanced technology, professional, attentive and experienced staff to advise and who are ready to help with any questions and, of course, the surroundings of the complex - full of life with eight other exhibition pavilions and large grassy lawns for the benefit of everyone who comes to the various events.

The Israel EXPO in Tel Aviv is located in the most strategic point of the metropolitan area, enabling quick and easy access to any point on the map of Israel. Major traffic arteries (the Ayalon Freeway, Geha Highway, the Coastal Road, Road Five) run directly to it; the adjacent train station is located within walking distance from the complex, as well as an abundance of bus stops

Because there is no other place like this...

FREE Shuttle Service

IMTM courtesy Shuttle Service will operate between Tel Aviv hotel district and the Fairgrounds.

For more information, please visit IMTM 2021 website at www.imtm-telaviv.com

Limor Urfaly

Industry Liaison & Exhibitions Manager

Tel: +972-3-6384493

Mobile: +972-54-7001770

Email: limor@ortra.com

Orly Spagnul

IMTM Business Development Manager

Tel: +972-3-6384459

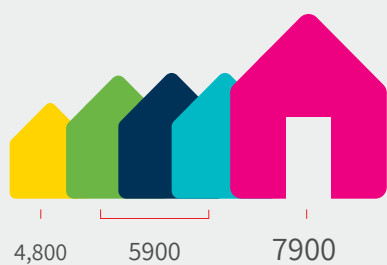
Mobile: +972-54-6701008

Email: orly@ortra.com

IMTM2021

27TH INTERNATIONAL MEDITERRANEAN TOURISM MARKET

STATISTICS



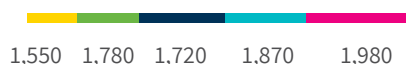
Exhibition Net Space (SQM)



No. of Booths/Stand



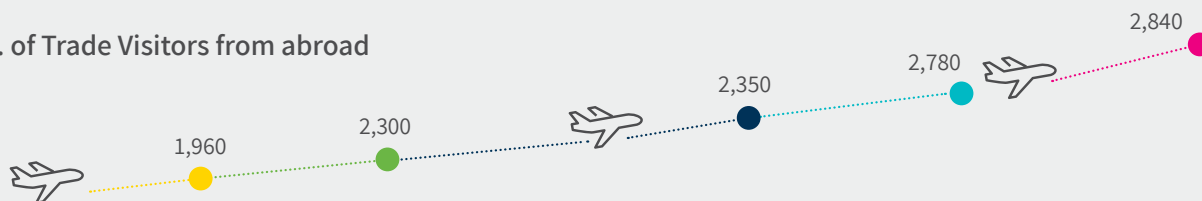
No. of Exhibitors



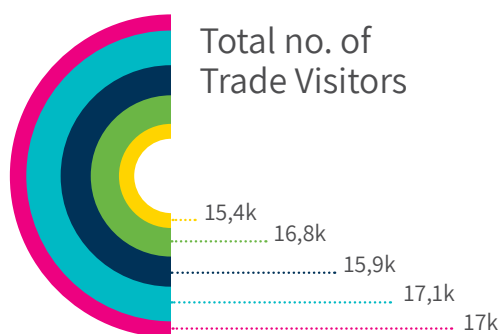
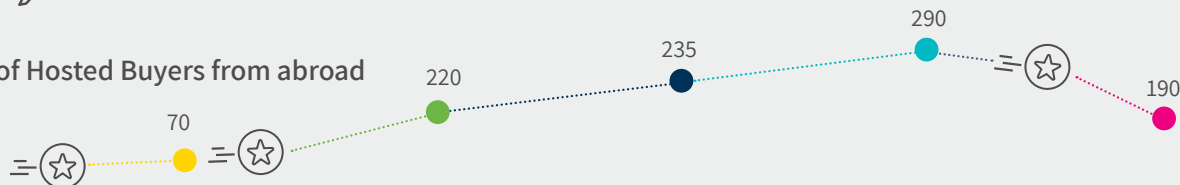
No. of Countries Exhibiting



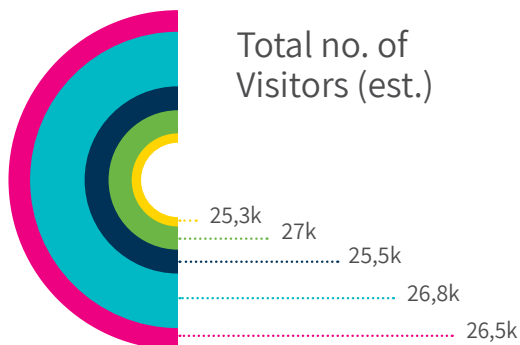
No. of Trade Visitors from abroad



No. of Hosted Buyers from abroad



Total no. of Trade Visitors



Total no. of Visitors (est.)



EXPOSURE OPPORTUNITIES

DIAMOND PACKAGE

180,000 NIS

IMTM OFFERS FOUR LEVELS OF SPONSORSHIP: DIAMOND, PLATINUM, GOLD AND SILVER. EACH LEVEL OFFERS A LIMITED NUMBER OF OPPORTUNITIES. BENEFITS AND INCLUSIONS ARE SUBJECT TO PRINT AND PRODUCTION DEADLINES.

BUSINESS LOUNGE SPONSORSHIP

The Business Lounge is the meeting place where exhibitors and their guests meet to relax. It is the IMTM gathering point to enjoy a nice glass of wine, network, discuss business, and initiate collaboration opportunities, ventures and adventures.

■ BUSINESS LOUNGE branding

- Sponsor's logo on lounge's invitations
- Sponsor's logo on lounge's signage
- Sponsor's advertisement on lounge's screens
- Opportunity to brand the lounge (branding items are to be supplied by sponsor in coordination with the fair organizer)

■ Sponsor's greeting at the fair opening ceremony

■ Virtual Exhibition as of February 9th, including:

- Sponsor's logo
- Sponsor's Cover image
- Sponsor's information
- Sponsor's marketing video
- Sponsor's brochures in a PDF format to be downloaded
- An available on-line chat with sponsor's representative (up to 30 representatives)
- Hyperlink to sponsor's website

■ 40 sqm. exhibition space including cleaning services

■ Advertisement video on the Main LED Screen at the Registration Area (Video to be provided by the sponsor)**

**Subject to a min. of 3 exposure (sponsorship) packages being sold



EXPOSURE OPPORTUNITIES

DIAMOND PACKAGE

180,000 NIS

- **A WEBINAR workshop of up to two hours on the virtual platform**, to be coordinated with the organizers and marketed to the trade visitors, as part of the exhibition publications. (Webinar's program is at sponsor's responsibility and to be coordinated with the organizers)
- Up to **2 hours professional presentation** at the lecture hall
- **Sponsor's advertisement on the virtual platform's homepage** (Graphics at sponsor's responsibility)
- **Sponsor's advertisement on 20 billboards spread in Tel Aviv**
- Sponsor's logo, **Diamond level**, on IMTM virtual platform, linked to the sponsor's virtual exhibition
- Sponsor's logo, **Diamond level**, on IMTM website
- Full page advertisement in the IMTM catalogue (Graphics at sponsor's responsibility)
- Sponsor's logo, **Diamond level**, on IMTM advertisements
- Sponsor's logo, **Diamond level**, on IMTM signage
- Sponsor's logo, **Diamond level**, in the IMTM catalogue

EXPOSURE OPPORTUNITIES



PLATINUM PACKAGE

150,000 NIS

IMTM TRADITIONAL BREAKFAST SPONSORSHIP

The IMTM Traditional Breakfast is a unique event that gathers 300 foreign and local high level diplomats and decision makers: ministers, ambassadors, consuls, diplomats, delegations' leaders, senior foreign affairs ministry staff, senior tourism ministry staff, head of airline companies, hotels and tourism operators, leading members of the tourism industry in Israel. The breakfast is held prior to the fair's opening ceremony.

■ IMTM Breakfast branding*

- Sponsor's logo on event's invitations
- Sponsor's logo on the event's signage
- Opportunity to brand the event
(branding items are to be supplied by sponsor in coordination with the fair organizer)

■ Virtual Exhibition as of February 9th, including:

- Sponsor's logo
- Sponsor's Cover image
- Sponsor's information
- Sponsor's marketing video
- Sponsor's brochures in a PDF format to be downloaded
- An available on-line chat with sponsor's representative (up to 20 representatives)
- Hyperlink to sponsor's website

■ 30 sqm. exhibition space including cleaning services

■ Advertisement video on the Main LED Screen at the Registration Area

(Video to be provided by the sponsor)**

■ A WEBINAR workshop of up to two hours on the virtual platform, to be coordinated with the organizers and marketed to the trade visitors, as part of the exhibition publications. (Webinar's program is at sponsor's responsibility and to be coordinated with the organizers)

*The IMTM Breakfast will be held in accordance with the COVID-19 restrictions.

**Subject to a min. of 3 exposure (sponsorship) packages being sold

EXPOSURE OPPORTUNITIES



PLATINUM PACKAGE

150,000 NIS

- Up to **1 hour professional presentation** at the lecture hall
- **Sponsor's advertisement on the virtual platform's homepage** (Graphics at sponsor's responsibility)
- **Sponsor's advertisement on 10 billboards spread in Tel Aviv**
- Sponsor's logo, **Platinum level**, on IMTM virtual platform, linked to the sponsor's virtual exhibition
- Sponsor's logo, **Platinum level**, on IMTM website
- Full page advertisement in the IMTM catalogue (Graphics at sponsor's responsibility)
- Sponsor's logo, **Platinum level**, on IMTM advertisements
- Sponsor's logo, **Platinum level**, on IMTM signage
- Sponsor's logo, **Platinum level**, in the IMTM catalogue

*The IMTM Breakfast will be held in accordance with the COVID-19 restrictions.



EXPOSURE OPPORTUNITIES

GOLD PACKAGE

110,000 NIS

IMTM CAFÉ SPONSORSHIP

The IMTM Café is located next to the fair hosting exhibitors and visitors looking for a beverages and some light snack. The café is open throughout the fair's opening hours.

■ IMTM Café branding

- Sponsor's logo on dispensable coffee cups
- Sponsor's logo on the café's welcome signage
- Opportunity to brand the Café (branding items are to be supplied by sponsor in coordination with the fair organizer)

■ Virtual Exhibition as of February 9th, including:

- Sponsor's logo
- Sponsor's Cover image
- Sponsor's information
- Sponsor's marketing video
- Sponsor's brochures in a PDF format to be downloaded
- An available on-line chat with sponsor's representative (up to 15 representatives)
- Hyperlink to sponsor's website

■ 25 sqm. exhibition space including cleaning services

■ Advertisement video on the Main LED Screen at the Registration Area

(Video to be provided by the sponsor)**

■ A WEBINAR workshop of up to two hours on the virtual platform, to be coordinated with the organizers and marketed to the trade visitors, as part of the exhibition publications. (Webinar's program is at sponsor's responsibility and to be coordinated with the organizers)

■ Up to 1 hour professional presentation at the lecture hall

■ Sponsor's advertisement on the virtual platform's homepage (Graphics at sponsor's responsibility)

■ Sponsor's advertisement on 10 billboards spread in Tel Aviv

■ Sponsor's logo, **Gold level**, on IMTM virtual platform, linked to the sponsor's virtual exhibition

**Subject to a min. of 3 exposure (sponsorship) packages being sold

EXPOSURE OPPORTUNITIES



GOLD PACKAGE

110,000 NIS

- Sponsor's logo, **Gold level**, on IMTM website
- Full page advertisement in the IMTM catalogue (Graphics at sponsor's responsibility)
- Sponsor's logo, **Gold level**, on IMTM advertisements
- Sponsor's logo, **Gold level**, on IMTM signage
- Sponsor's logo, **Gold level**, in the IMTM catalogue

EXPOSURE OPPORTUNITIES



SILVER PACKAGE

90,000 NIS

LANYARDS SPONSORSHIP

Sponsor's logo on participants badges lanyards

■ Virtual Exhibition as of February 9th, including:

- Sponsor's logo
- Sponsor's Cover image
- Sponsor's information
- Sponsor's marketing video
- Sponsor's brochures in a PDF format to be downloaded
- An available on-line chat with sponsor's representative (up to 10 representatives)
- Hyperlink to sponsor's website

■ 18 sqm. exhibition space including cleaning services

■ Advertisement video on the Main LED Screen

at the Registration Area (Video to be provided by the sponsor)**

■ A WEBINAR workshop of up to one hour on the virtual platform, to be coordinated with the organizers and marketed to the trade visitors, as part of the exhibition publications. (Webinar's program is at sponsor's responsibility and to be coordinated with the organizers)

■ Up to 1 hour professional presentation at the lecture hall

■ Sponsor's advertisement on the virtual platform's homepage (Graphics at sponsor's responsibility)

■ Sponsor's advertisement on 5 billboards spread in Tel Aviv

■ Sponsor's logo, **Silver level**, on IMTM virtual platform, linked to the sponsor's virtual exhibition

■ Sponsor's logo, **Silver level**, on IMTM website

■ Full page advertisement in the IMTM catalogue (Graphics at sponsor's responsibility)

■ Sponsor's logo, **Silver level**, on IMTM advertisements

■ Sponsor's logo, **Silver level**, on IMTM signage

■ Sponsor's logo, **Silver level**, in the IMTM catalogue

**Subject to a min. of 3 exposure (sponsorship) packages being sold

EXPOSURE OPPORTUNITIES

SILVER PACKAGE

90,000 NIS

TOTE BAGS SPONSORSHIP

Sponsor's logo on the fair's tote bags handed to all professional visitors (apx. 12,000 visitors)

■ **Virtual Exhibition as of February 9th, including:**

- Sponsor's logo
- Sponsor's Cover image
- Sponsor's information
- Sponsor's marketing video
- Sponsor's brochures in a PDF format to be downloaded
- An available on-line chat with sponsor's representative (up to 10 representatives)
- Hyperlink to sponsor's website

■ **18 sqm. exhibition space including cleaning services**

■ **Advertisement video on the Main LED Screen**

at the Registration Area (Video to be provided by the sponsor)**

■ **A WEBINAR workshop of up to one hour on the virtual platform,** to be coordinated with the organizers and marketed to the trade visitors, as part of the exhibition publications. (Webinar's program is at sponsor's responsibility and to be coordinated with the organizers)

■ **Up to 1 hour professional presentation** at the lecture hall

■ **Sponsor's advertisement on the virtual platform's homepage** (Graphics at sponsor's responsibility)

■ **Sponsor's advertisement on 5 billboards spread in Tel Aviv**

■ Sponsor's logo, **Silver level**, on IMTM virtual platform, linked to the sponsor's virtual exhibition

■ Sponsor's logo, **Silver level**, on IMTM website

■ Full page advertisement in the IMTM catalogue (Graphics at sponsor's responsibility)

■ Sponsor's logo, **Silver level**, on IMTM advertisements

■ Sponsor's logo, **Silver level**, on IMTM signage

■ Sponsor's logo, **Silver level**, in the IMTM catalogue

**Subject to a min. of 3 exposure (sponsorship) packages being sold

EXPOSURE OPPORTUNITIES



PROMOTIONAL PACKAGE

25,000 NIS

- **Sponsor's advertisement on the virtual platform's homepage** (Graphics at sponsor's responsibility)
- **Sponsors' branding at the registration areas pillars**
(1 pillar, graphics are to be provided by sponsor)
- **Advertisement video on the Main LED Screen**
at the Registration Area (Video to be provided by the sponsor)
- Sponsor's advertisement on **5 billboards** spread in Tel Aviv
- Sponsor's logo on IMTM virtual platform
- Sponsor's logo on IMTM website
- Full page advertisement in the IMTM catalogue (Graphics at sponsor's responsibility)
- Sponsor's logo on IMTM advertisements
- Sponsor's logo on IMTM signage
- Sponsor's logo in the IMTM catalogue

VIRTUAL WEBINAR

15,000 NIS

A webinar* of up to two hours which will be uploaded on the virtual platform.

- The webinar will be included in the exhibition's virtual workshops program. (Webinar's program is at exhibitor's responsibility and to be coordinated with the organizers)
- The webinar will be produced with the cooperation and assistance of the organizers, who will coordinate with the lecturers, produce and broadcast the workshop on time as scheduled.
- The webinar will be marketed to all trade visitors and will be promoted as part of the exhibition publications.

*Webinar reservation is subject to a minimum of 20 sqm. exhibition space reservation.

**Subject to a min. sale of 3 exposure packages. Sound will be lowered during registration hours.

EXPOSURE OPPORTUNITIES

SPECIAL EXPOSURE OPPORTUNITIES

■ Billboards Advertisement

Billboard campaign (12 sqm per signs) spread in the Tel Aviv area.

Total costs:

10 to 100 billboards for 15,000-40,000 NIS

(Depending on the number of signs purchased)

■ IMTM Catalogue Advertisement

Total cost:

■ Catalogue Extra - 2 full pages article. A writer will arrive to your offices for the interview and background information – 7,000 NIS

■ 1 full page advertisement - 4,000 NIS

■ 1 Half page advertisement - 2,800 NIS

Design / graphic services are available at no extra charge.

**Subject to a min. sale of 3 exposure packages. Sound will be lowered during registration hours.

EXPOSURE OPPORTUNITIES

ADVERTISEMENTS & PROFESSIONAL PRESENTATION OPPORTUNITIES



FULL-SIZE 24 SQM MAIN **WELCOME SIGNAGE**
located at the fair main entrance
(graphics are to be provided by sponsor)



PILLAR WRAPPING
Sponsors' signage at the registration areas pillars



IMTM 2021 will be dedicating a hall to exhibitors wishing to present their country, attraction or service to the fair's visitors. The exhibitors' hall includes 100 seats, sound and AV equipment. Hall rental is limited to 60 minutes for the presentation and additional 15 minutes for preparation. (The presentation and visitors invitations are at the sponsors sole responsibility)

EXPOSURE OPPORTUNITIES

Exhibition space

Open exhibition space includes:

■ Virtual Exhibition as of February 9th, including:

- Exhibitor's logo
- Exhibitor's Cover image
- Exhibitor's information
- Exhibitor's marketing video
- Exhibitor's brochures in a PDF format to be downloaded
- An available on-line chat with exhibitor's representatives
- Hyperlink to exhibitor's website
- 1 Electrical outlet 3.5 kw
- Construction engineer's approval
- Listing in the IMTM Catalogue
- Listing in the IMTM Website
- Cleaning services

Premium Exhibition space costs:

- 1,890 NIS
per each 1 sqm and up to 40 sqm
- Over 40 sqm, each additional 1 sqm, only
1,620 NIS

Exhibition space costs:

- 1,790 NIS
per each 1 sqm and up to 40 sqm
- Over 40 sqm, each additional 1 sqm, only
1,550 NIS

■ The amount of representative codes for the virtual platform is subject to the size of the exhibition ordered.

EXPOSURE OPPORTUNITIES

Constructed Booth

A constructed booth sized 2m. * 3 m. = 6 sqm, includes:

■ **Virtual Exhibition as of February 9th, including:**

- Exhibitor's logo
- Exhibitor's Cover image
- Exhibitor's information
- Exhibitor's marketing video
- Exhibitor's brochures in a PDF format to be downloaded
- An available on-line chat with exhibitor's representatives
- Hyperlink to exhibitor's website
- Two side-panels and rear panel (white)
- Booth Signage (up to 30 characters)
- 1 counter
- 1 stool chair
- 1 coffee table
- 2 chairs
- 3 spotlights
- Electrical outlet (220 V) 1 phase 1KW
- Carpet
- Cleaning services
- 1 LED sign hanged on the top corner of the booth with fair's branding
- Exhibitor's registration in the IMTM exhibitors' catalogue
- Exhibitor's registration on IMTM website

Premium Constructed Booth costs:

- 2,590 NIS
per each 1 sqm and up to 12 sqm
- Over 12 sqm, each additional 1 sqm, only 2,245 NIS

Constructed Booth costs:

- 2,430 NIS
per each 1 sqm and up to 12 sqm
- Over 12 sqm, each additional 1 sqm, only 2,150 NIS



■ The amount of representative codes for the virtual platform is subject to the size of the exhibition ordered.

EXPOSURE OPPORTUNITIES

Outdoor Exhibition space

Outdoor open exhibition space includes*:

- Construction engineer's approval
- Exhibitor's registration on IMTM website
- Exhibitor's profile on IMTM App

Outdoor Exhibition Space costs:

- 100 NIS
per each 1 sqm
- 150 NIS
per each 1 KW electricity outlet

- * an outdoor exhibition is subject to a minimum of 20 sqm.
- a virtual exhibition can be added for additional cost of 5,000 NIS

For more information contact:

Limor Urfaly

Industry Liaison & Exhibitions Manager

Tel: +972-3-6384493

Mobile: +972-54-7001770

Email: limor@ortra.com

Orly Spagnul

IMTM Business Development Manager

Tel: +972-3-6384459

Mobile: +972-54-6701008

Email: orly@ortra.com

EXHIBITORS' MANUAL

A. Schedule & Program

Virtual exhibition

After receiving the signed reservation form, a link will be sent to upload all materials and information for the virtual exhibition. All materials and information must be uploaded by no later than 31.01.2021

Set Up:

Sunday, June 13, 2021

Booth constructions in open spaces 16:00 – 24:00

Monday, June 14, 2021

Booth constructions in open spaces 06:00 - 20:00

Entrance to exhibitors in open spaces 12:00 - 20:00

Entrance to exhibitors in constructed booths 14:00 - 20:00

Exhibition:

Tuesday, June 15, 2021

Finalizing set-ups 07:00-09:00

IMTM Opening Ceremony

10:00-10:30

The ceremony will take place in the presence of
Israel's Minister of Tourism, ambassadors,
press & leading members of the local tourism industry

Opening hours for tourism professionals 10:00-19:00

Opening hours for the general public 14:00-19:00

Wednesday, June 16, 2021

Opening hours for tourism professionals 09:00-18:00

Opening hours for the general public 14:00-18:00

Dismantling 18:00-23:59*

***All spaces must be completely vacated by midnight. There will be no possibility to leave displays, constructions, carpets, equipment, products and/or flyers after midnight. The organizers have no responsibility for any equipment of any type remaining after midnight at the convention center, and all the remains might be thrown away and the exhibitor will be charged for the evacuation of the items from the venue.**

B. Marketing to the Tourism Industry

A. Advertising Rights

An advertising campaign has been launched in trade magazines and will be accompanied by editorials and “IMTM News” segments.

All intellectual property rights, including without limitation all rights in photos, articles and any advertisement of all kind whatsoever related to the IMTM fair, are the sole property of the organizers, and no person, company, corporate, association or any other body of any kind, will have no rights, claims and /or demand in any of the mentioned above.

By signing on the reservation form, the exhibitor gives the organizers and anyone on their behalf, his full, express and irrevocable consent and approval to take photos of their displays, staff, suppliers and visitors, to use the photos according to their consideration, advertise, promote and publish the photos in any magazine, advertisements and platform as they see fit. The exhibitor hereby declare and obligate, that he and anyone on his behalf, shall have no claim, demand or suit related to the photos, articles and advertisement as mentioned above, against the organizers and any on their behalf. The exhibitor hereby obligates to inform in writing all of his employees, suppliers and visitors about the mentioned rights of the organizers. in addition, the exhibitor hereby obligates to pay, compensate and indemnify the organizers for all costs, expenses and / or damages, financial or others, caused by any claim, demand or suit caused by a breach of the specify above.

B. Invitations

If you wish to receive invitations for your clients, please contact **Ortra Ltd.** Tel: 972-3-6384444,

Email: imtm@ortra.com. Visitors' entrance is free of charge.

EXHIBITORS' MANUAL

C. Technical & Logistical Guidelines

*** DUE TO THE SPECIAL SPECIFICATIONS OF THE VENUE - PLEASE NOTE THE GUIDELINES ***

Construction anchoring and hanging works - Important!

The venue has a very high ceiling. Due to safety issues, requirements and complexity of the construction work in the venue, **no construction company will be allowed to work in heights other than Simul Ltd!**

Any exhibitor or construction company wishing to anchor their booth, hang their construction or signage and / or lighting, will order the specific job from **Simul Ltd** which is **solely authorized** to do such work at the fair.

Simul has the exclusivity on all anchoring and hanging works and therefore no other company will be allowed to do such work other than via Simul. Any height work done by someone other than Simul Ltd. is forbidden!

Exhibitor, who needs anchoring, lighting and / or hanging works, will contact Mr. Avi Leibovitch at: avil@simul.co.il with all specifications of the work needed, **no later than May 20, 2021**. Anchoring and hanging works will be priced according to the works specifications.

Safety Regulations – Important!

The IMTM organizers provide construction engineer examination for all construction **free of charge** to all exhibitors. In order to receive such required engineer approval, exhibitors in open spaces are required to submit their design plan for prior approval, including the exact technical measurements and specifications to the fair's safety engineer – **B-Safe** – to Mrs. Eti Elimelech Pasternak, at: Eti@b-safe.org.

A. Exhibitors and the construction company on his behalf are obligated to follow the safety manager and the exhibition's managers at all time. Those who will not do so will be requested to leave the venue and will not be allowed to enter.

B. A certificate of approval B-Safe's certified construction engineer **must be submitted for each construction according to the following:**

System - over 2.5 meters high / Truss – over 2.0 meters high / carpentry – all heights.

Exhibitor, who is required by Israeli law to construction approval by the safety engineer and did not obtain such approval from B-Safe's certified engineer, will not be allowed to construct their exhibition and maintain any activity.

EXHIBITORS' MANUAL

- C. **All anchoring jobs, hanging construction, hanging signage and / or hanging lighting must be done using a special crane, operated exclusively by Simul Ltd, as clarified above.**
- D. Equipment used for demonstrations, must comply with Israel safety regulations.
- E. **IMPORTANT: Exhibits should not be taken in or out of booths during visiting hours.** Furthermore, it is strictly forbidden to dismantle display materials and equipment prior to the official closing time of the exhibition, i.e. 18:00 on Wednesday, June 16, 2021. For the sake of safety and good order, please plan your logistical arrangements accordingly.

Please note: since we previously received many complaints by the fair's visitors, we will prevent all exhibitors and their construction companies to dismantle and / or remove their exhibits prior to the closing of the fair on June 16, 2021. Therefore, please make sure to coordinate with your suppliers accordingly. **Exhibitors and / or their construction companies dismantling their exhibits and / or not following according to the organizers' instructions will be subject to a PENALTY FINE of 5,000 NIS and their construction company will not be allowed to work again in the IMTM fair or all other exhibition, produced by the organizers.**

Please avoid any inconvenience!

- F. Exhibitors must avoid obstruction, noise, music or anything that could cause inconvenience to other exhibitors. Performances using sound systems can be held only from 15:00, until 15:00 performances can be held with no sound systems.
- G. Exhibitors must avoid any use of open flames or any flammable exhibit unless coordinated previously with the fair's safety engineer.
- H. Smoking in the fair area is strictly forbidden.
- I. Blocking passes, hiding other exhibitors and / or invading other exhibitions, is forbidden!
- J. Organizers reserve their right to request the removal of any display and / or service that do not comply with safety requirements or causing interference.
- K. All delivery and / or leading of exhibitions and equipment to and from the exhibition is the sole responsibility of the exhibitor.

EXHIBITORS' MANUAL

Electricity and Furniture - Important!

When ordering a constructed booth, the price includes 1 electricity outlet of 1 KW. When ordering an open exhibition space, the price includes 1 electricity outlet of 3.5 KW please contact Sukonik to mark the specific location requested for the electricity outlet. Exhibitors in open spaces or in standard booths, who require additional electricity and/or furniture (desks, bar stools, chairs, tables, flyers stand etc.), will contact in **advance** Sharon at **Sukonik Ltd.** Tel: 972-3-6830044, mobile: 972-50-2051055, Email: sharon@sukonik.net. **Electricity connection that is not pre coordinated with Sukonik Ltd. is forbidden and will be immediately disconnected.**

Constructed Booths - Important!

Drilling, holes or nails and / or any change or modifications done to the booth's walls, posting or gluing any posters or pictures on the booth's walls, of the constructed booth are not allowed. Such change or branding can be done **only by Sukonik Ltd.** If you wish to brand the walls, please contact Sharon at Tel: 972-3-6830044, mobile: 972-50-2051055, Email: sharon@sukonik.net. **Exhibitor or any of his behalf, who will damage the booth and its furniture, will be billed accordingly by the construction company.**

Focused Lighting - Important!

Exhibitors, who wish to order focused lighting to their exhibitions, will contact **in advance** Mr. Avi Leibovitch from **Simul Ltd.** at: avil@simul.co.il. **Simul Ltd.** has the exclusivity is all ceilings lighting jobs and therefore all lights reservations must be done by Simul Ltd. **No Construction company and no supplier will be working in heights other than Simul Ltd. Any height work done by someone other than Simul Ltd. is forbidden!**

Audiovisual Equipment Rental Services

Exhibitors, who wish to rent LED screens and/or sound equipment for performances at their booth, please contact Mr. Avi Leibovitch from **Simul Ltd.** at: avil@simul.co.il. Please note performances using sound systems are allowed only as of 15.00 during both exhibition days. Until 15.00 performances will be allowed without sound systems. Exhibitors, who wish to rent AV equipment for their stands, such as TV or Plasma screens, DVD, VCR etc. can contact Ofer from **UltraRent Ltd.**, Tel: +972-52-2800066, E-mail: main@ultrarent.co.il.

EXHIBITORS' MANUAL

Entrance, parking and unloading:

Entrance - During exhibition days, vehicles entrance to the Fairgrounds will be via the Western administrative gate (G1) or via Rokach Blvd gate (G9) for those arriving from the North. During set-up days, entrance will be possible via the Western administrative gate only. Parking for exhibitors will be provided through IMTM app. Further details will follow

Free Parking - A validator parking ticket machine will be available at the exhibitors' office, as of Monday, February 10th

Loading / Unloading - Trucks and vans will be permitted to load / unload at the rear entrances of the building, however vehicles must vacate the area immediately afterwards.

Private cars will be directed to the underground parking, in order to load / unload equipment by using the **freight elevator**.

Cleaning - It is the exhibitors and their construction companies responsibility to remove all remaining, including but not limited to any construction materials, banners, flyers, wood / iron walls, nails, trash etc. when dismantling all exhibits. The organizers are not responsible for any cleaning up or removing any of the elements / remaining. **Exhibitors and / or their construction company leaving, while elements remaining at their exhibition space will be subject to a PENALTY FINE in the amount of 5,000 NIS. Please avoid any inconvenience!**

Exhibitors` Badges

Exhibitors' badges, **with no charge**, will be available from January online through the <https://www.imtm-telaviv.com/> under the "Exhibition Information" menu and collected at the registration desk, from June 14 between 10:00-18:00. Note that badges can also be ordered on-site on June 14, set up day from 10:00 and on June 14-15. **You can order on-line badges for all Exhibitors in the stand with no charge.**

Visa – if Visa is necessary for you to enter Israel, please approach your local embassy for assistance. For official invitation letters, please contact imtm@ortra.com

Signage (for standard booths)

Standard booths will bear the name of the exhibitor in English (up to 10 characters in each line per each 1 m. of the booth's front). Hebrew can be added **upon request**, providing there is enough space.

EXHIBITORS' MANUAL

Listing in the Exhibition, Catalogue & Website **IMPORTANT**

Listings in the IMTM Catalogue & Website, including a link to the exhibitor's website, are included in the exhibition rates. All visitors will receive the catalogue free of charge.

Catalogue & Website on-line Registration Form will be sent to all exhibitors after signing the agreement. If you don't get it, please contact us at: imtm@ortra.com

Exhibitors who did not complete the Catalogue & Website online Registration Form will NOT appear on the list of exhibitors on the website and the exhibition catalogue, and will not be entitled to no compensation.

Internet Access

Rates for wireless internet service (Wi-Fi) will be provided upon request.

ADSL can also be purchased. For reservations, please contact: Limor at: limor@ortra.com

Security Services

The Organizers will provide peripheral security on the nights of June 14-15. Those who wish to hire their own security guards should contact Limor at: limor@ortra.com

Insurance

Any company that participates in the exhibition is doing so at its sole responsibility and liability. Any such company must maintain an adequate insurance policy with a sufficient coverage for its property, employees, representatives and any visitors participating in the exhibition against any risk, loss and damage, of any kind whatsoever. It being clarified that an absence of such insurance policy or an invalidity of any such insurance policy shall neither derogate, in any manner, from the company's liabilities and responsibilities hereunder nor create a liability or responsibility of such kind for Ortra or anyone on its behalf, and Ortra will not be liable, whether financially or otherwise, towards any third party whatsoever in respect of any risk, loss and damage incurred by any third party, including the company or anyone on its behalf.

Currency

For your convenience, rates for participation in IMTM 2021 are quoted in New Israel Shekels (NIS),

As at October 2020, \$1 = approximately 3.4 NIS / 1 Euro = approx. 4.0 NIS. (Subject to change).

Water and Drainage

For reservations, please contact Limor at: limor@ortra.com. All costs related to covering the water and drainage, are at exhibitor's responsibility.

IMTM2021

27TH INTERNATIONAL MEDITERRANEAN TOURISM MARKET

EXHIBITORS' MANUAL

Food & Beverages

The organizers and exhibitors are not permitted to sell, serve, or provide food and beverages within the convention center site and **in the display stands** of the exhibitors, **unless by means of the food franchise-holders of the convention center.**

All food and beverages served must be in accordance with the COVID-19 restrictions.

For catering services, please contact Limor at: limor@ortra.com for the list of companies allowed operating in the convention center. The only exception for this regulation, are food & beverages that are inseparable parts of the display.

For instance: wine from the Galilee, representing a winery in the Galilee Tourism Association stand or olive oil from the Golan Heights in the Golan Heights Tourism Association stand, will be allowed for tasting. On the other hand, exhibitors who wish to serve sandwiches, snacks, popcorn, coffee etc., which are supplied by bar, food and catering service providers, or exhibitors who wish to rent coffee machines, popcorn machines etc., must use Bar's or one of the franchise-holders companies.

If you need more information or are unsure whether the food / beverages that you plan to bring can be considered an inseparable part of your display, **please check in advance** with Limor at limor@ortra.com, in order to avoid inconvenience during the exhibition.

Cafeteria

The cafeteria will be open on June 14 and during exhibition days and will maintain all COVID-19 restrictions. The "Yellow" convenience store located outside the fairgrounds near Rokach Road (Gate 9) is open 24/7.

Accommodation, Tours , Events and tourist services

Offering a wide range of possibilities Tel Aviv can soon become a real headache for its visitors

In order to offer you the best experience IMTM 2021 has appointed **Ortra Ltd** as its exclusive agent for accommodation, tours and travel services.

Exhibitors and their affiliates who wish to enquire/ book their accommodation, tours, transfers, special events, should contact **Ortra Ltd** dedicated team at the following:

For group inquiries please feel free to contact Ms. Noemie Sameach at:

noemie@ortra.com; Office: +972-3-6384487; Cell: +972-58-7020983

Animals

According to the business license terms of The Israel EXPO, animals / birds of any kind are not allowed inside the exhibition area.

Cleaning Services

- A. All constructed booths and exhibition spaces, includes cleaning services before opening hours and during.
- B. It is the exhibitors and their construction companies responsibility to remove all remaining, including but not limited to any construction materials, banners, flyers, wood / iron walls, nails, trash etc. when dismantling all exhibits. The organizers are not responsible for any cleaning up or removing any of the elements / remaining. **Exhibitor or the construction on his behalf that will not remove the remains of the display out of the EXPO at the end of the fair, will be charged in the amount of the remains removal, according to the organizers consideration.**
- C. Exhibitors are requested to **flatten/ squash empty packages/ cartons.**
- D. Immediately after the opening of IMTM the Minister of Tourism, his guests and members of the press will visit the exhibition. **Therefore empty package materials i.e. boxes, cartons etc. should be placed in the aisles no later than 08:00 and displays should be ready no later than 10:00.**
- E. Storage space for empty packages / crates will be available as indicated on-site by the organizers.

Customs & Forwarding

Goods delivered to the fair should be addressed as follow:

Israel EXPO (Company no. 520022229) - IMTM 2021 Exhibition, Stand No. X, Pavilion No.2, Rokach Blvd. Ganei Ha`Taarucha, Tel Aviv 61210, Israel.

NOTE: Goods are NOT to be delivered to the Fairgrounds prior to June 13, 2021. Please make sure the goods must arrive the Israel custom services at least 14 days prior to the event, in order for the release process to be done on for the exhibition.

Note

The organizers have the right to change the size of each exhibition booth, change the allocation of the booths in the floor plan and/or the layout, change locations of exhibitors, add booths, postpone the exhibition or change it's venue, all under their consideration.

EXHIBITORS' MANUAL

Payments

50% of the fees must be paid as a deposit, no later than 21 days from date on the invoice.

Outstanding balances should be paid to Ortra Ltd. **no later than January 25, 2021.**

Please Note: the full payment for the exhibition must be fully paid according to the mentioned above. Exhibitor who will not transfer the full amount as requested, his construction company will not be allowed to construct the booth and the exhibitor will not be participate the exhibition. Please Note: that according to the Israeli Tax Law, there is no exemption from VAT for virtual participation only. Therefore, in any case of virtual participation only, whether because the June exhibition will be cancelled or otherwise, an invoice for additional payment of 17% VAT of the total reservation, issued.

Payment can be sent by bank transfer to account number 26220012, Bank Leumi, branch number 624 named after Ortra Ltd. no. 510936347 or through a check to Ortra Ltd. sent to the company's offices at 94 Yigal Alon St., 2 Alon Tower, PO Box 9352, 28th floor, Tel Aviv 6109202.

SWIFT CODE: LUMIILITLV | IBAN: IL 87 0106 2400 0002 6220 012

Any payment by any other means or to another bank account that is not in accordance with the above, will not be accepted and will be considered as if not paid at all.

Cancellation Policy

In light of the COVID-19 and its limitations and as the IMTM 2021 includes a virtual exhibition benefit to the exhibitors, please see the following new cancellation policy:

A written cancellation notice for the virtual and physical exhibition received by 31.12.2020 - a full refund of 100%.

A written cancellation notice for the virtual and physical exhibition received from 01.01.2021 to 01.02.2021 - a 75% refund.

As of 01.02.2021, a virtual exhibition cancellation will not be allowed.

As of 01.02.2021, cancellation of the physical exhibition in June, whether by the exhibitor or by the organizers due to COVID-19 restrictions - the exhibitor will be charged 15% (plus VAT of 17% according to the Israeli law) of the total order for the participation at the virtual exhibition, and in any case, no less than a total of NIS 5,000.

As of 15.05.2021 in case the physical exhibition in June will be held, as the Israeli COVID-19 restrictions will allow it, any cancellation of the exhibition by the exhibitor - a 50% cancellation fee will be charged of the total order (plus VAT of 17%), and no less than NIS 5,000.

IMTM Secretariat (C/O Ortra Ltd.)

Tel. 972-3-6384444, Fax. 972-3-6384455

Email: imtm@ortra.com

Website: www.imtm-telaviv.com

Contact persons on-site (as of June 13, 2021)

Limor Urfaly: 972-54-7001770

Michael Orion: 972-52-8928929

We wish you an
enjoyable stay in
Israel and a successful
exhibition!

IMTM Organizers

RESERVATION FORM

Please complete in PRINTED LETTERS and return to Orly Spagnul, Ortra Ltd:
Tel: 972-3-6384459 | Mobile: 972-54-670-1008 | Fax: 972-3-6384455 | Email: orly@ortra.com

Exhibitor Details		
Name of Exhibitor:		
Contact Person:		
Title:		
Address:		
City:	Zip Code:	Country:
Phone:	Fax:	
E-Mail:	Website:	

Reservation Details (please mark V on the left column next to the items requested). Thank you

Exhibition					
	*Constructed booth no.		Sqm.	Total cost	NIS
	Premium Constructed booth cost: 2,590 NIS per each 1 sqm and up to 12 sqm. Over 12 sqm, per each additional 1 sqm, only 2,245 NIS				
	Constructed booth cost: 2,430 NIS per each 1 sqm and up to 12 sqm. Over 12 sqm, per each additional 1 sqm, only 2,150 NIS				
	Please write the exhibitor name, as you wish for it to appear on the booth signage:				
	*Open space no.		Sqm.	Total cost	NIS
	Premium Exhibition space cost: 1,890 NIS per each 1 sqm and up to 40 sqm. Over 40 sqm, per each additional 1 sqm, only 1,620 NIS				
	Exhibition space cost: 1,790 NIS per each 1 sqm and up to 40 sqm. Over 40 sqm, per each additional 1 sqm, only 1,550 NIS				
	*Outdoor space no.		Sqm.	Total cost	NIS
	Are you interested in an electrical outlet 1KW for additional cost of 150 NIS per each outlet (please circle your choice)? Yes No				
	Are you interested in a additional virtual exhibition for additional cost of 5,000 NIS (mark in a circle)? Yes No				
	Outdoor open space cost: 100 NIS per each 1 sqm. Subject to a minimum order of 20 sqm In case of cancellation of registration for any reason, including weather conditions, the obligation to pay in full is valid.				

RESERVATION FORM

Sponsorship				
	Diamond Package / Business Lounge (inc. 40 sqm. exhibition space)			180,000 NIS
	Platinum Package / Ambassadors' Breakfast (inc. 30 sqm. exhibition space)			150,000 NIS
	Gold Package / IMTM Café (inc. 25 sqm. exhibition space)			110,000 NIS
	Silver Package / Name Tag Lanyards (inc. 18 sqm. exhibition space)			90,000 NIS
	Silver Package / Tate Bags (inc. 18 sqm. exhibition space)			90,000 NIS
	Promotion Package			25,000 NIS
	"Welcome to the IMTM Exhibition" signage (in addition to the exhibition cost)			18,000 NIS
	Virtual WEBINAR			15,000 NIS
	Sponsor's Signage on 1 column at the registration area (in addition to the exhibition cost) - per each column			7,000 NIS
	Professional Presentation (in addition to the exhibition cost)			3,700 NIS
Advertising				
	Quantity of billboards		Total cost	
	Billboards in the Tel Aviv area – 12 sqm. per sign – 3,000 – 15,000 Euro (depends on the amount of signs)			
	Size of advertisement	Full page / Half page	Total cost	
	Advertisement in the IMTM catalogue distributed to all visitors (extra catalogue 1,650 Euro / full page 950 Euro / half page 650 Euro)			
Utilities and Cleaning				
	Description	Cost per unit	Quantity requested	Total cost
	**Drain	600 NIS		NIS
	**Water	1,200 NIS		NIS
	**Air Pressure (up to 500 liter per minute)	1,750 NIS		NIS
	**Air pressure (up to 1,000 liter per minute)	2,500 NIS		NIS
	Total Reservation Amount			NIS

* Booth / space no. might be changed once all exhibitors will be allocated. Please note changing the number will not be a change in the location chosen. The number will be used in the fair's floor plan and will help the visitors to find you while visiting the fair. Please contact the fair's secretariat in order to receive the final number, before posting the number in various publications.

** Costs may change as from January 2021



RESERVATION FORM

Name of Invoice as in the Exhibitor details above, if different please mention below:

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If several entities will split the amount to be paid, please send all details in a separate email.

Invoice to be issued in (Currency options are NIS / US\$ / Euro): _____

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We are hereby confirm we have read all terms and conditions specified in the Exhibitor Manual above, agree and obligated to follow them all –

Last Name:		First Name:	
Signature & Stamp:		Date:	